

# City of Brookings **WORKSHOP Agenda**

## **CITY COUNCIL**

**Monday, April 1, 2013, 4:00pm**

City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

### **A. Call to Order**

### **B. Roll Call**

### **C. Topics**

1. Parks Maintenance Bid Results. [Parks, pg. 2]
2. Flower Baskets for Chetco Avenue Street Lights. [Public Works, pg. 3]
  - a. Cost breakdown/standard light detail [pg. 4]
  - b. "Two Guys" shop design [pg. 5]
3. Delinquent Water Bills. [Finance, pg. 6]
  - a. May 29, 2012 Council Agenda Report with code revisions [pg. 8]
4. Economic Development Strategy. [City Manager, pg. 14]
  - a. 2012 Strategy [pg. 15]
5. Tourism Promotion Advisory Committee Non-Transient Occupancy Tax Recommendations. [pg. 20]

### **D. Council Member Requests for Workshop Topics**

### **E. Adjournment**


All public City meetings are held in accessible locations. Auxiliary aids will be provided upon request with advance notification. Please contact 469-1102 if you have any questions regarding this notice.

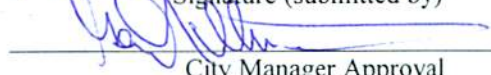
CITY OF BROOKINGS

# Council WORKSHOP Report

Workshop Date: 4-1-13

Originating Dept: Parks

  
\_\_\_\_\_  
Signature (submitted by)

  
\_\_\_\_\_  
City Manager Approval

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Subject: Parks Maintenance Bid Results

Recommendation: To review Park Maintenance Bids

Financial Impact: Un-Known

Background/Discussion: Staff will follow up with a Council Workshop Report after bid opening Thursday at 2:00 pm. Report will be ready for submittal on Friday.

Attachment(s): T.B.D.

# CITY OF BROOKINGS

## Council WORKSHOP Report

Workshop Date: April 1, 2013

Originating Dept: PW/DS

  
Public Works/Development Services Director

  
City Manager Approval

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Subject: Chetco Avenue Street Light Flower Baskets

Recommendation: Staff to move forward with a prototype flower basket and prepare a budget for fiscal year 2013/14 based on the input from the workshop meeting.

Financial Impact: A detailed breakdown of the cost estimate is shown in Attachment a. There are 18 southbound lights and 17 northbound lights (from Pacific St to Oak St). It is estimated each basket would cost \$440/each. To build and install baskets on all 35 lights would cost \$15,400 or every other light would cost \$7,700 to be paid for from street system development funds or urban renewal funds.

Background/Discussion: City Council has expressed interest to beautify the downtown area by installing decorative flower baskets on our street lights similar to Coos Bay. Coos Bay purchased their decorative lights with the flower basket addition. The City of Brookings lights were not designed for flower basket addition. When staff contacted the manufacturer the City's decorative lights, the vendor said they do not give design recommendations after the light was purchased without the flower basket feature. Staff consulted ODOT as to whether they have concerns or would allow the flower basket addition and ODOT indicated that they do not have any restrictions.

City staff met with Two Guys welding representative Steve Hodges from Crescent City to discuss how to fabricate a flower basket. Please refer to Attachments a and b. The design includes two clamps with decorative forged steel welded to both the upper clamp and lower horizontal bar which will support distributed loading and reduce potential wind load effects. Staff recommends smaller light weight baskets spaced closer to the light pole base to further reduce wind load effects. The Public Art Committee had presented a similar forged steel design concept.

Policy Considerations: None

Attachment(s):

- a. Cost breakdown and standard light detail
- b. Two Guys shop design

PARTS PER BASKET

2 Clamps @ 15/ea = \$30  
 2 Forged Steel @ 25/ea = \$50  
 2 STL RODS @ 10/ea = \$20  
 Welding and assembly = \$150 - \$200

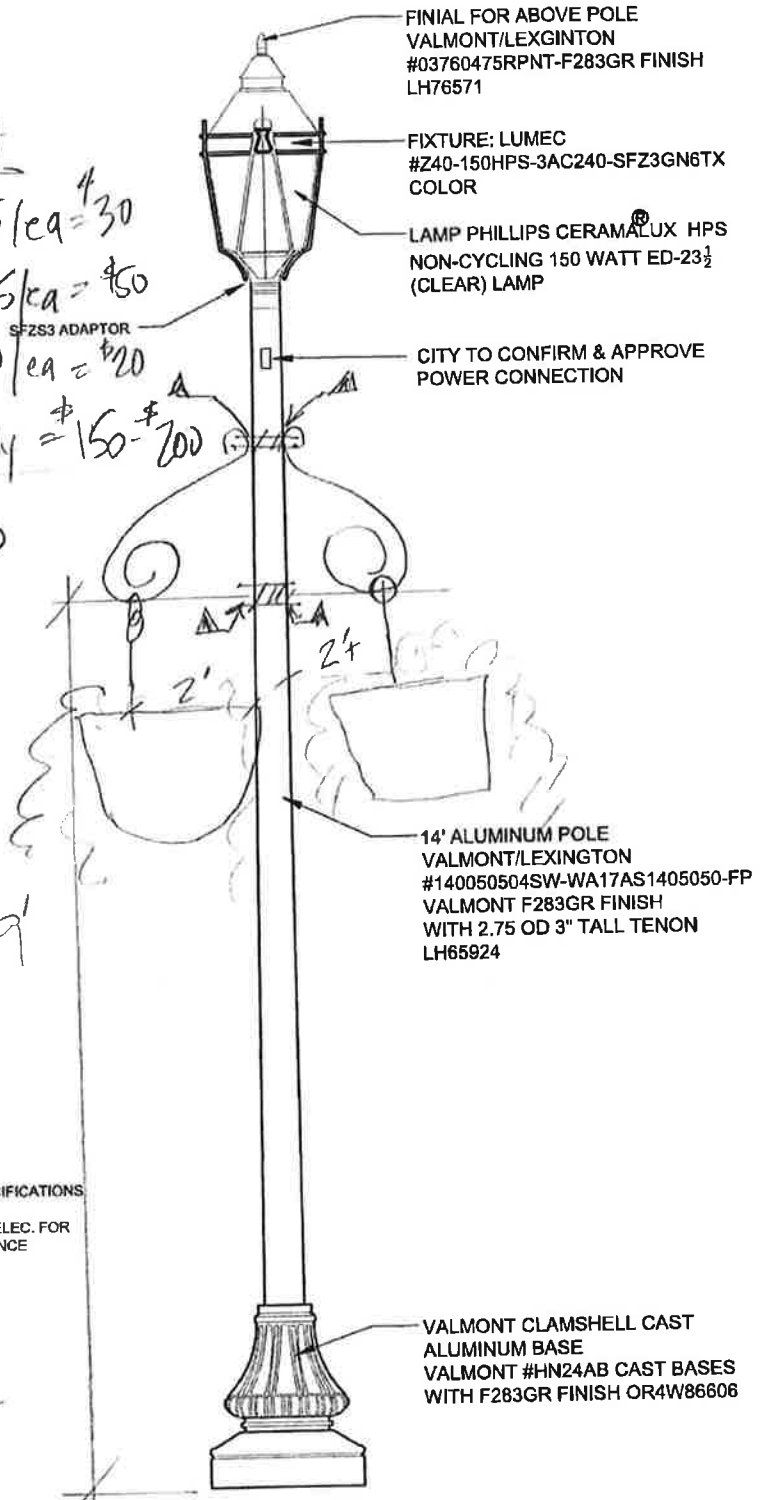
Subtotal = \$300  
 Installation = \$40  
 Baskets w/ Flowers

TOTAL \$280

Contingency = \$40  
 15% 9'

- NOTE:  
 1. FOR SPACING INFO SEE SPECIFICATIONS  
 2. CONFIRM W/ COOS-CURRY ELEC. FOR OVERHEAD UTILITY CLEARANCE

Pacific / OAK  
 SB 18  
 NB 17



CITY OF BROOKINGS - STANDARD DETAIL

DOWNTOWN DECORATIVE STREET LIGHT TYPE 1

5.31



DATE: \_\_\_\_\_

## City of Brookings

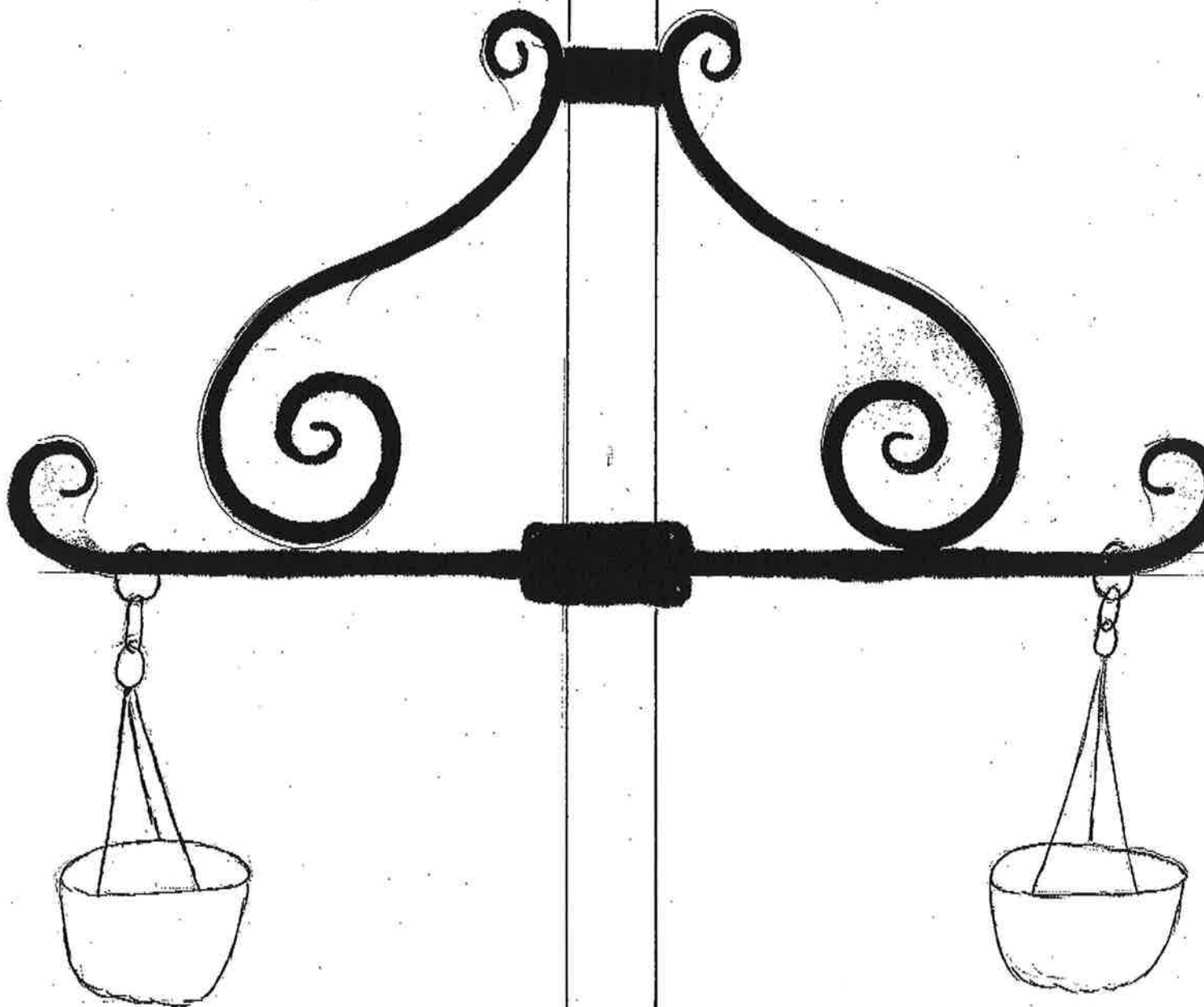
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**Lorae Pryce, PE**  
Public Works and  
Development Services Director



Contact  
Steve Hodges  
707-951-4355

# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: April 1, 2013

Originating Dept: Finance & HR

  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject:

Delinquent Utility Accounts

Background/Discussion:

Utility Billing Administration was discussed at Council Workshops on March 5, 2012 and May 7, 2012, and ordinance changes were adopted on May 29, 2012.

Included in these ordinance changes were:

1. The *Service Account Fee* (13.05.090 B) is now referenced in the Water Chapter, as well as the Sewer Chapter. However, there is only one amount charged, whether the customer has water and/or sewer.
2. Adds language to the Water Chapter in regards to providing service to the same customer or property, as is already included in the sewer ordinance.
3. Updates delinquent procedures to also give notice to the property owner, if different than customer.
4. Adds remedy for nonpayment of bills by placing a lien on real property for nonpayment of bills and refusing service to applicant on another property.
5. Removes amount for service account fee from the sewer ordinance, which is already included in resolution, and refers to that fee being included in the water account fee.

Item #3 was added to provide improved communication with property owners. Each of the other items above were not new provisions, but was to make the Water and Sewer ordinances consistent.

Although these were in the ordinances previously, it was not being enforced. After May 2012, enforcement was stepped up. At that time, there was a total of \$28,780 of delinquent accounts.

However, we found that when new tenants attempted to sign up for a new service, but were denied until all delinquent balances at that address were paid, it ended up being a "crisis" for the owner, property manager, and/or tenant. To remedy that "surprise", we sent out letters February 21, 2013 to property owners stating the delinquent utility balances at their addresses, that new service would not be started until balances were paid, and that their property would be lien in 30 days.

Some of you heard from some of these property owners. To assure you, the City Attorney was consulted when we made ordinance revisions, and again since we have received complaints and questions regarding legality.

There were 210 letters that went out, with balances totaling \$26,455. Of those, 32 totalling \$5,258 were found to have an ownership change since the delinquency had been incurred. Follow up letters and/or phone calls were made to those property owners to let them know that they have no further obligation and their property would not be lienied. \$5,166 has been paid to date and \$1,866 have entered into payment plans, leaving a balance to be lienied of \$14,165.

Attachments:

- a. CAR May 29, 2012 – Water/Sewer revisions

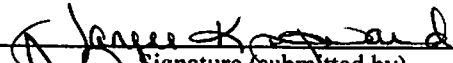



# CITY OF BROOKINGS

## COUNCIL AGENDA REPORT

Meeting Date: May 29, 2012

Originating Dept: ASD

  
Signature (submitted by)  
  
City Manager Approval

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**Subject:** Approve Water and Sewer Rates, and System Replacement Fees for 2012-13

**Recommended Motion:**

1. Adopt Resolution 12-R-981, adopting Water rates for 2012-13.
2. Adopt Resolution 12-R-982, adopting Sewer rates for 2012-13.
3. Adopt Resolution 11-R-983, adopting System Replacement Fees for 2012-13.

**Financial Impact:**

The above rates are necessary to balance the budget as approved by the Budget Committee.

**Background /Discussion:**

The rate increases included in the attached resolutions are as approved by the Budget Committee.

A rate increase of 9.8% for water was approved by the budget committee.

A rate increase of 8.5% for sewer was approved by the budget committee.

System Replacement Fees (SRF) are adjusted by the CPI-U, which increased 2.7% for the year, bringing each SRF to \$2.79 for Streets, Water, Wastewater, and Stormwater.

**Attachment(s):**

Resolution 12-R-981 Water Rates

Resolution 12-R-982 Sewer Rates

Resolution 12-R-983 System Replacement Fees



## CITY OF BROOKINGS

### Resolution 12-R-981

In the Matter of a Resolution Adopting Rates, Fees and Charges to the Users of the City of Brookings Water Supply Services and Repealing Resolution 11-R-962.

WHEREAS, Ordinance No 88-O-432 provides for adoption of rates, fees and charges to the users of the City of Brookings water supply services; *and*

WHEREAS, the collection of reasonable rates, fees and charges are necessary to sustain the water system and water service;

WHEREAS, the City Council desires to have the monthly user charges for City of Brookings water supply services increased or decreased annually at July 1, in accordance with the Consumer Price Index for all urban consumers (CPI-U), March to March;

WHEREAS, the City Council and Budget Committee understand that an increase of 9.8% is necessary to balance resources and requirements for 2012-2013;

*NOW THEREFORE BE IT RESOLVED* by the Mayor and City Council of the City of Brookings, Curry County, Oregon, that effective July 1, 2012, the following rates, fees and charges are hereby adopted:

Account setup/Administrative reconnect fee:		\$20.00 Nonrefundable
Monthly User Charges	Inside City Limits	\$10.75 Base Fee
		\$2.33 per 100 cu.ft. of usage
	Outside City Limits	\$21.50 Base Fee \$4.66 per 100 cu.ft.of usage
Service Deposit		
	High risk	\$ 300.00
	Medium risk	\$ 200.00
	Low Risk	\$ 0.00
Temporary Construction Service		\$ 90.00
<i>(Up to six month service. Service terminates upon receipt of certificate of occupancy or the end of the six month term, whichever occurs first. May apply for additional six months for additional \$90)</i>		
Non-occupant water usage		\$ 35.00 (14 calendar day maximum)

Vacation Turn – On	\$ 35.00
-Outside City Limits	\$ 45.00
Vacation Turn – Off	\$ 35.00
-Outside City Limits	\$ 45.00
Red Tag Fee Late Fee	\$ 15.00
Delinquent Shut off Fee	\$ 35.00
After Hours Call Out Fee	\$ 130.00
Meter Test	\$ 52.00
Connection Fees:	
Meter Drop – In	\$ 130.00
Service Pipe Extension and Meter Installation	
3/4"	\$ 2,790.00
3/4" – Outside City Limits	\$ 4,240.00
1"	\$ 3,236.00
1 ½	\$ 5,245.00
2"	\$ 7,253.00

BE IT FURTHER RESOLVED that Resolution 11-R-962 is repealed in its entirety.

Passed by the City Council May 29, 2012, and made effective July 1, 2012.

Attest:

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Mayor Ron Hedenskog

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City Recorder Joyce Heffington

## **CITY OF BROOKINGS**

### **Resolution 12-R-982**

In the Matter of a Resolution Adopting Rates, Fees and Charges to the Users of the City of Brookings Sewer Services and Repealing Resolution 11-R-963.

WHEREAS, Ordinance No. 91-O-477 provides for adoption of rates, fees and charges to the users of the City of Brookings sewer services;

WHEREAS, the collection of reasonable rates, fees and charges are necessary to sustain the sewer system and sewer service;

WHEREAS, the City Council desires to have the monthly user charges for City of Brookings Sewer Services increased or decreased annually at July 1, in accordance with the Consumer Price Index for all urban consumers (CPI-U), March to March;

WHEREAS, the City Council and Budget Committee understand that an increase of 8.5% is necessary to balance resources and requirements, primarily due to a reduction in Wastewater SDC revenues;

*NOW THEREFORE BE IT RESOLVED* by the City Council of the City of Brookings, Oregon, a municipal corporation, that the following rates, fees and charges are hereby adopted:

Account setup/Administrative reconnect fee:      Included with water fee

Service deposit      Included with water deposit

Monthly user charges for:

Single family residential:	\$55.25
Multi-family residential:	\$55.25

Restaurants:	\$3.12 monthly service charge plus \$6.88/ccf of water use
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Commercial	\$3.12 monthly service charge plus \$6.05/ccf of water use
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Churches	\$3.12 monthly service charge plus \$3.49/ccf of water use
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Schools:	\$3.12 monthly service charge plus \$3.59/ccf of water use
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Industrial:	\$3.12 monthly service charge plus \$10.73/ccf of water use
Harbor Sanitary District:	As established by agreement
Connection Fee (without existing lateral to property line)	
4"      \$3,756.00	
6"      \$5,043.00	
Lateral Inspection	\$35.00

BE IT FURTHER RESOLVED that Resolution 11-R-963 is repealed in its entirety.

Passed by the City Council May 29, 2012, and made effective July 1, 2012.

Attest:

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Mayor Ron Hedenskog

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City Recorder Joyce Heffington

**CITY OF BROOKINGS**

**RESOLUTION 12-R-983**

**A RESOLUTION ADOPTING FEES AND CHARGES FOR SYSTEM REPLACEMENT FOR THE WATER SYSTEM, WASTEWATER SYSTEM, STREET SYSTEM, AND STORM WATER SYSTEM, AND ESTABLISHING AN ANNUAL INFLATIONARY ADJUSTMENT FOR REPLACEMENT CHARGES.**

**WHEREAS**, Ordinance 87-O-419 provides for adoption of System Replacement Charges and Ordinance 06-O-574 provides for all future revisions to System Replacement Charges to be adopted by resolution of the City Council; and

**WHEREAS**, the collection of reasonable charges are necessary to finance capital replacement, non-capacity increasing extension, and non-capacity increasing expansion of municipal utility facilities, including the acquisition of land or rights-of-way thereto; and

**WHEREAS**, the City Council desires to have the monthly user charges for City of Brookings Utilities System Replacement be increased or decreased annually at July 1, in accordance with the Consumer Price Index for all urban consumers (CPI-U), March to March; and

**WHEREAS**, the CIP-U increased 2.7% from March 2011 to March 2012;

**NOW, THEREFORE, BE IT RESOLVED:** by the Mayor and City Council of the City of Brookings, Curry County, Oregon, that effective July 1, 2012, the following Utilities System Replacement Charges are replacing the current Utilities System Replacement Charges:

<b><u>CHARGE</u></b>	<b><u>RATE</u></b>
Street System Replacement	\$2.79
Water System Replacement	\$2.79
Wastewater System Replacement	\$2.79
Stormwater System Replacement	\$2.79

BE IT FURTHER RESOLVED that Resolution 11-R-964 is repealed in its entirety.

PASSED by the City Council May 29, 2012.

Attest:

\_\_\_\_\_  
Mayor Ron Hedenskog

\_\_\_\_\_  
City Recorder Joyce Heffington

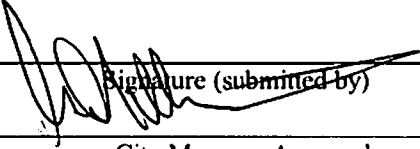
Date:  
\_\_\_\_\_

# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: April 1, 2013

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Economic Development Strategy

Background/Discussion:

The City Manager first developed an Economic development Strategy for the City in 2009, which was updated in January 2012.

The City Manager would like to review this strategy with the City Council to determine if it continues to accurately reflect the views and goals of the City Council.

Attachment(s):

- a. 2012 Economic Development Strategy

## *Brookings: Oregon's South Pacific*

### **CITY OF BROOKINGS ECONOMIC DEVELOPMENT STRATEGY and ACTION PLAN *January 2012***

The City of Brookings has undertaken a number of activities formulating the basis for an Economic Development Strategy in recent years including:

- The Proud Study (2000)
- The Downtown Master Plan (2002)
- Urban Renewal Plan (2002)
- Systematically updating the Land Development Code (2007-2009)
- Updating infrastructure master plans (2007-2008)
- The Lone Ranch Master Plan of Development (2004 and 2009)
- ECONorthwest Economic Opportunities/Development Strategy (2009)

The City Manager prepared several “white paper” reports on economic development in 2008 and an Economic Development Strategy document in June 2009. During the 2009 goals setting meeting, it became evident that the City Council is desirous of a more aggressive approach to facilitating economic development.

The City Manager has also reviewed various other documents, including the Curry County Economic Development Plan, and the Del Norte County Tri Agency Economic Development Plan.

City staff has participated in various community meetings economic development discussions, including the local Board of Realtors, Chamber of Commerce, Curry Promotional Alliance and others. The City Manager has met with other groups and individuals with future economic development related interests in Brookings, including representatives of Lone Ranch LLC, the Smith River Rancheria, Southwestern Oregon Community College, Border Coast Airport Authority, Curry Health District and others. The City Manager convened a meeting of local marketing professionals to discuss the development of a marketing plan in November 2011. During the 2011-12 budget process, the City Manager recommended retention of an economic development specialist to assist the City in a proactive approach to matching up local landowners and business leaders with developers and development funding; this project was deleted by the Budget Committee. In May 2011, the City Manager facilitated a meeting between Curry County, City of Brookings, City of Crescent City and Del Norte County representatives to explore the possible expansion of the Tri-Agency Economic Development Commission to include Curry County; this concept apparently lacked support..

Staff recommends that the City Council adopt the following policy statements and Action Plan for economic development.

#### **DEFINING THE CITY'S FUTURE ECONOMIC BASE**

While these are difficult economic times in which to develop an economic vision for the community, the City Council finds that the City's economic future will rely heavily upon:

1. Retaining existing resource-based business and industry, including lumber production and fishing, to the greatest extent possible. These activities typically provide better “living wage” jobs than are found in tourism or service industries.
2. More retirees as full time residents. Retirees bring with them entitlement incomes. The development of an employment base and the same level of infrastructure needed to support



business/industry are not needed with a retirement-based community as retirees import income from elsewhere and contribute to the local economy from their home. Retirees bring a job and a “salary” with them...their job is being retired.

3. Employees who work in Del Norte County and live in Brookings.
4. Sustaining and expanding tourism.
5. Attracting “boutique industry”...smaller entrepreneurs who do not need to be located in an urban area are increasingly interested in moving their family business to an area where they and their employees can enjoy a better quality of life. “Quality of life” has a number of elements, including public safety, education, parks, health care, clean air and being able to have a sense of pride in the community where you live.
  - ❖ The same “quality of life” ribbon runs through business attraction, tourism, and recruiting new residents.
6. Service and retail industry to support people “employed” in 1-5 above.
7. State and National Parks.

## **ASSETS AND CONSTRAINTS**

Assets and constraints to economic development in Brookings have been well documented in earlier studies and reports. The City Council finds that the top three major constraints to attracting more retiree homeowners to Brookings are:

1. Access to medical care.
2. Transportation...air and ground (“to visit the grandkids, medical and shopping).
3. Lack of shopping and entertainment opportunities.

Other economic development constraints identified through discussion with community stakeholders include:

- Lack of available sites for light industry.
- Lack of continuing education/job training opportunities.
- High utility connection costs (SDCs) for some business classifications.
- Need for more/better local recreational amenities.
- National economic trends and regulation of resources (lumber, fishing).

Assets related to building the future economic base include:

- Comparatively (with California) low property costs.
- Comparatively low taxes.
- Mild coastal climate.
- Attractive physical environment.
- Sustainable resource usage practices.
- Proximity to California and a major California State employer.
- Community-based organizations offering a variety of social opportunities.

## **GETTING THERE**

Based upon a comprehensive review of the forgoing, the City’s economic development strategy consists of the following action items:

- 1. Assist Curry Health Network in securing approval of an Emergency Room designation at the Brookings Clinic.** The 2009 Strategy was “Improve access to medical care: *Work with the Curry*

*Health District to facilitate the development of a 24-hour urgent care facility and hospital on the 7.5-acre parcel adjacent to the Civic Center. This would involve annexing the Brookings area to the District. Work with public and private transit agencies to establish a ground shuttle transportation system to medical service providers in Medford.”* A new clinic with an Urgent Care unit has been constructed adjacent to City Hall. The Health District has been seeking approval of an Emergency Room designation for this facility, which would be an enhanced level of critical care.

**2. *Improve transportation systems.***

- a. Continue working with the Border Coast Airport Authority to redevelop Del Norte Airport and attract additional commercial air carriers, specifically to add northbound service.
- b. Develop an intergovernmental agreement with Curry County to develop a master plan for the Brookings Airport area and pursue funding for infrastructure construction.

**3. *Make more property available for light industry.***

- a. Work with the County to develop a plan for providing infrastructure to the Brookings Airport and adjacent properties that could support light industry.
- b. Make the existing City Public Works Maintenance Yard available for private industrial development.

**4. *Make park and recreation facilities part of the economic development plan.*** Parks are an existing resource that can be built upon. The quality of parks and public areas are a significant part of the decision making process by retirees, small business entrepreneurs and others considering relocating to the community. Parks are also part of the tourism economic base. Brookings could market itself as “the City of parks.” Elevate park maintenance and development to the same level as other economic development endeavors. Pursue the following projects:

- a. A new aquatics facility. Possibly an ocean view/front indoor water park type of facility.
- b. Develop a “Brookings: City of Parks” marketing campaign promoting City parks and the City’s proximity to State and National Parks.
- c. Budget for improvements to sports field improvements at Azalea Park and Cross Park; promote those facilities for regional tournaments.
- d. Work with the golf course lessee to establish a reliable water supply source and to complete facility improvements contemplated in the golf course improvement plan.
- e. Budget for improvements to the Mill Beach access.

Community amenities include local events, such as the Kite Derby, Festival of the Arts, Azalea Festival, summer music series and holiday lights festival. The City should continue to support these activities.

**5. *Create more incentives for downtown urban renewal.*** The City has waived the off-street parking requirements for property located in the downtown business district, has invested thousands of dollars in façade improvement projects, and street/pedestrian/drainage improvements. Waiver of the off-street parking requirements has transferred the responsibility for this infrastructure to the City.

- a. Restart the facade improvement grant program through the Urban Renewal Agency.
- b. Begin purchasing land for off-street parking.

- c. Develop a business incentive package that would include items including subsidizing System Development Fees and building permit fees for targeted businesses in the downtown area, and waiving first-year business license fees.
- 6. **Utilize the college.** The 2009 Strategy included: *“Build the college and work with the college leadership to develop programs that will assist in developing a local workforce appropriate to the local economy, and to provide continuing education opportunities to the retirement community.”* The college has been built; the City should continue to be engaged in assisting in matching employee development needs with college programs.
- 7. **Develop and implement a marketing plan.**
  - a. Retain the services of a marketing consultant to develop a marketing plan and marketing funding strategy to target-market retirees and California State employees.

According to California labor market statistics, the number of California State employees working in Del Norte County rose by 6.0 per cent from December 2007-December 2008. In a meeting with realtors, it was noted that sales to California State employees (Pelican Bay, Agricultural Station, etc.) make up a sizeable portion of real estate acquisitions. About 30 per cent of current prison employees reside in the Brookings area.
- 8. **Continue support of tourism expansion.** The City currently appropriates a portion of the Transient Occupancy Tax (motel tax) it collects to support Chamber of Commerce tourism promotion efforts. The Chamber of Commerce currently operates a visitor information center at the Port, and the State has relocated its visitor center to the Oregon/California border. While several private business operators in Brookings have installed visitor information kiosks or tables within their business, there is no clearly identifiable visitor information center along Highway 101 within the City. The City’s contract with the Chamber for tourism promotion expires July 1, 2012.
  - a. Develop a plan for a visitor information center in downtown Brookings.
  - b. Issue an RFP for tourism promotion services.
- 9. **Improve Infrastructure.** Improvements are needed to the City’s water, sewer, storm drain and street systems. Specific projects that should be pursued as a part of the economic development effort include:
  - a. Reconstruction/widening/channelization of Railroad Street.
  - b. Extending water and sewer service to the Airport.
  - c. Water, wastewater and storm drain capacity improvements.
- 10. **Revisit the old Visitor Center.** The former visitor center at Harris Beach State Park is now being used internally by the Parks and Recreation Department for small meetings. This area of the Park property has been designated as a future group campground area. However, State Parks may be considering alternatives.
  - a. Initiate discussion with State Parks on the highest and best use for the former visitor center area.
- 11. **Act proactively and take advantage of emerging opportunities.**
  - a. Retain the services of a real estate and economic development consultant to help initiate economic development projects with targeted Brookings landowners. Assess development potential of undeveloped or underdeveloped properties to assess development potential, identify potential development/financing partners, and lay the

groundwork development deals. Not included in this strategy report is discussion of a possible destination resort.

- b. There may be other economic development opportunities that do not seem feasible or are not conceivable at this time. The City should be prepared to consider such opportunities as they arise.

## **BEYOND BROOKINGS**

In pursuing its economic development efforts the City needs to be cognizant of regional economic development efforts and develop relationships and partnerships with other agencies on mutually beneficial projects/programs.


- ***The Port.*** Staff receives many comments from the public as to how the Port of Brookings Harbor is a “diamond in the rough” and could become a larger regional tourism attraction. The City has little or no contact with the Port, although the Port has a significant economic impact on the City of Brookings. The City Manager recommends that an effort be made to develop a joint economic development strategy with the Port.
- ***The College.*** Southwestern Oregon offers a number of economic development related services, including the operation of a Small Business Development Center (a representative is in Brookings one day/week) and job training.
- ***Del Norte County.*** Del Norte County has reactivated the Tri-County Economic Development Authority. This agency...formed as a partnership by Del Norte County, the City of Crescent City and the Port of Crescent City...is pursuing an aggressive agenda to market Del Norte County for tourism and business relocation, development of the Port property, job training and reducing “retail leakage” (presumably to Brookings). The City should consider partnering in these efforts.
- ***Smith River Rancheria.*** Smith River Rancheria is fast becoming one of the largest employers in the area, with a large percentage of employees and tribal members residing in Brookings. Rancheria development plans include a major casino expansion, hotel, conference and recreation facilities, and affordable housing. These activities could have residual benefit to Brookings in attracting tourists, new business and new residents. Regular contact with the Rancheria management should be maintained to pursue projects of mutual interest.
- ***Curry County.*** The County has disbanded its Economic Development Department and this function is now a part of the Commissioner’s Office.

# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: April 1, 2013

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Tourism Promotion Advisory Committee non-Transient Occupancy Tax recommendations.

Background/Discussion:

At its February 25, 2013 meeting, the City Council directed staff to refer the non-Transient Occupancy Tax action items recommended by the Tourism Promotion Advisory Committee (TPAC) to a workshop for Council discussion.

The items recommended by TPAC for Council consideration are as follows:

- Provide convenient parking for recreational vehicles.
- Participate in the development of a master calendar for community events. There has been some conflict between scheduled events in Brookings, Harbor and Gold Beach. The City Parks Department currently works with local athletic associations in coordinating the use of City athletic fields. The Friends of the Library hosts an annual meeting of community-based organization representatives to share information on activities planned during the course of the year in an effort to coordinate schedules. The Committee recommends that the City work with the Port District, Gold Beach, Crescent City and other stakeholders in coordinating events into a master calendar.
- Include within the RFP process a methodology for evaluating the effectiveness of the above referenced expenditures in order to improve future decision making.
- Allocate URA and/or Parks SDCs, partner with community based organizations and seek grant funding to redevelop City-owned athletic fields with "all weather" surfaces. The Committee finds that improvements to park sports venues would serve to enhance the ability to attract sports tournaments, which generate multi-day stay visitors.
- Endorse the effort to create a port-based convention center. While no tax revenue expenditure is recommended, the Committee found that converting an existing unused Port-owned building into a convention center targeted to the 100-200 attendee range would result in a significant increase in tourism.
- Improve downtown directional signing.
- Install and maintain downtown improvements such as flower baskets.
- Lift "sandwich board" sign regulations. From May 15 to October 15 approximately 22,000 cars per day pass through Brookings. A sizable portion of the tourists in this group do not STOP. The Committee found that the virtually unlimited use of sandwich boards during this time could vastly increase the number of "STOPS," thus creating business revenue.